Writing for the Web

Presented by Leslie O'Flahavan, E-WRITE

ILCEP – April 24, 2002
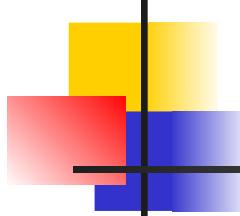
Excellent web writing means....

Communication, not Dissemination
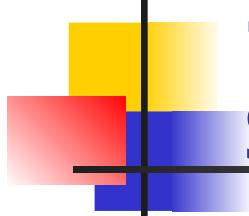
Six traits of a well-written web site

1. reader-oriented
2. provides information in different amounts for different users
3. uses hypertext links effective
4. credible
5. scannable
6. concise
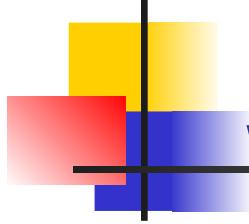
#1 - Reader-oriented web writing

- Know your users
- Answer users' questions
- Provide content for the range of users your site attracts
- "Kill the mission statement!"

Pan American Health
Organization
Pan American Sanitary Bureau
Regional Office of the
World Health Organization

Organización Panamericana
de la Salud
Oficina Regional de la
Organización Mundial
de la Salud

welcome · bienvenido

PAHO/OPS
Washington D.C.

PRESS RELEASES
COMUNICADOS DE PRENSA

serie de radio
"SALUD SIEMPRE"

Feti Dengue
Educational
Campaign in
Suriname

Select a Topic

- About PAHO
- Governing Bodies
- Technical Information
- Country Health Profiles
- Publications
- Public Information
- Databases
- Library Services
- Pointers to Other Sites
- What's New
- Index

Seleccione un tema

- Sobre la OPS
- Cuerpos Directivos
- Información Técnica
- Perfiles de País
- Publicaciones
- Información Pública
- Bases de Datos
- Servicios de Biblioteca
- Otros Servidores
- ¿Qué hay de nuevo?
- Índice

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Pan American Health Organization
Regional Office for the Americas of the
World Health Organization
Improving the Health of the Peoples of the Americas

PAHO/WHO

It's a Celebration!
100
Visit the PAHO Centennial Page

Health Data
- Atlas of Inequities
- Basic Health Indicators
- Core Health Data
- Country Health Profiles
- Trends & Situation Analysis

Public Health Topics
- AIDS and STI
- Communicable Diseases
- Disasters
- Environmental Health
- Epidemiology/Biostatistics
- Equity and Human Development
- Essential Drugs and Technology
- Health Groups
- Health Promotion
- Health Systems and Services
- Human Resources Development
- Mental Health
- Non-communicable diseases
- Nutrition and Food Protection
- Other Topics

BIREME Cellebrates 35 Years

On April 22, BIREME Latin American and Caribbean Center on Health Sciences Information, established in Brazil in 1967 at the campus of then the São Paulo School of Medicine, celebrates 35 years in its mission to contribute to the development of the health in Latin America and the Caribbean through the promotion, fortification and democratization of the scientific and technical information in health. (BIREME)

SUMA System Helps Avoid Second Disasters

Humanitarian assistance after disasters can be detrimental when it fails to respond to the most urgent needs, sometimes even causing a "second disaster" when countries are flooded with unrequested or unnecessary supplies. To avoid this, a humanitarian supply management system called SUMA was created. SUMA, by now a familiar name in the Americas and worldwide, began as a collective effort of the

Quick Search

GO

Search Options
Press Releases
Announcements
Job Opportunities
Institutional Memory
What's New?

Make a Gift

36th Session of the Subcommittee on Planning and Programming

Antiretrovirals

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Keeping America Informed

UNITED STATES GOVERNMENT PRINTING OFFICE

Welcome to GPOLISTSERV

From this page, you can access the following services:

- View available lists by visiting the Online mailing list archives. You can also subscribe, unsubscribe, or change your subscription options for individual lists here.

- Online documentation in HTML format:

    - LISTSERV user's guide.

    - LISTSERV list owner's quick start.

    - LISTSERV list owner's guide.

    - LISTSERV site manager's guide.

- Mailing list management interface (list owners only).
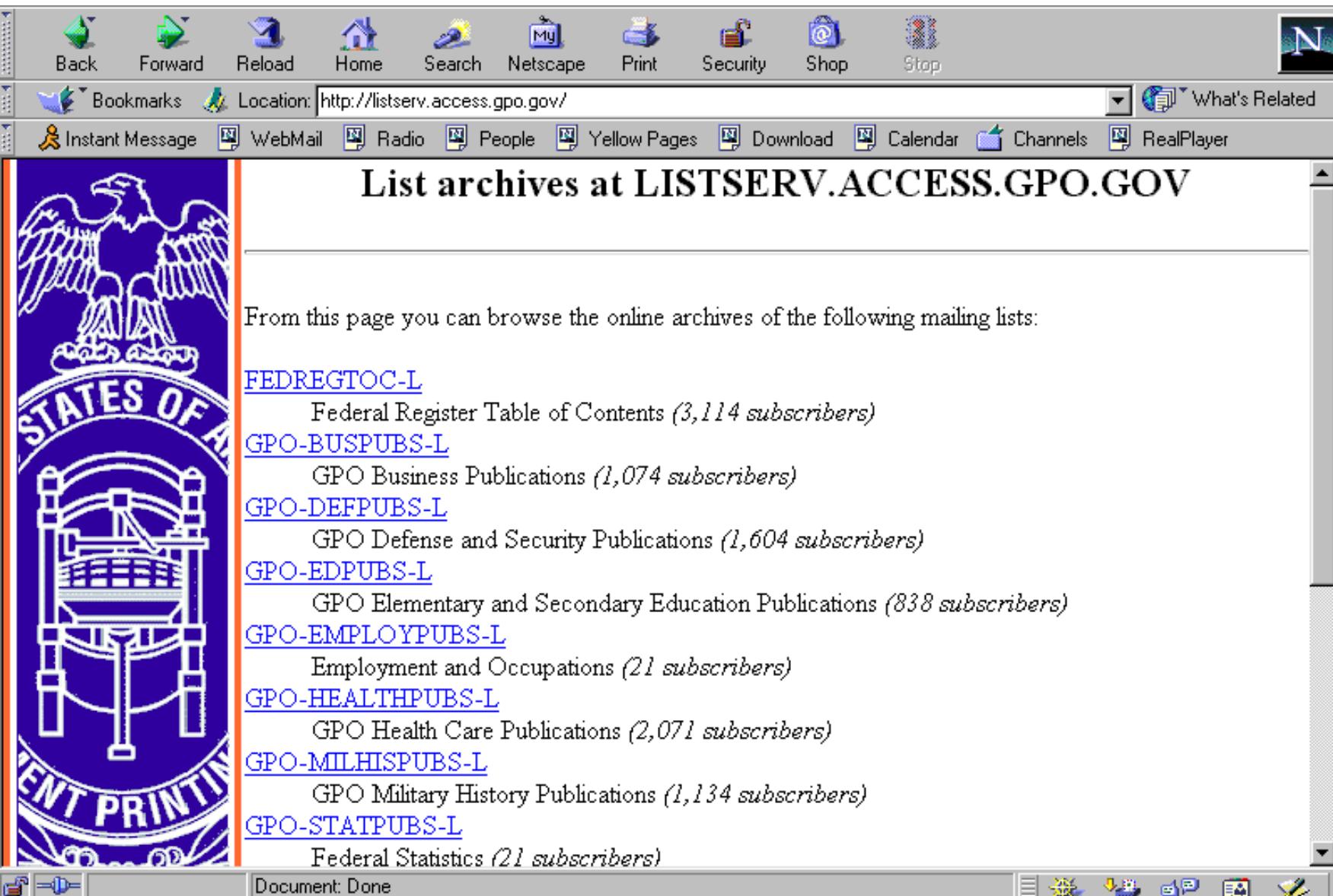
List archives at LISTSERV.ACCESS.GPO.GOV

From this page you can browse the online archives of the following mailing lists:

FEDREGTOC-L
   Federal Register Table of Contents *(3,114 subscribers)*
GPO-BUSPUBS-L
   GPO Business Publications *(1,074 subscribers)*
GPO-DEFPUBS-L
   GPO Defense and Security Publications *(1,604 subscribers)*
GPO-EDPUBS-L
   GPO Elementary and Secondary Education Publications *(838 subscribers)*
GPO-EMPLOYPUBS-L
   Employment and Occupations *(21 subscribers)*
GPO-HEALTHPUBS-L
   GPO Health Care Publications *(2,071 subscribers)*
GPO-MILHISPUBS-L
   GPO Military History Publications *(1,134 subscribers)*
GPO-STATPUBS-L
   Federal Statistics *(21 subscribers)*

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Bookstore Locations

Related Application:

Browse a Topic

NOTE: More topics may be added to this alert service in the future. If there is a topic you would like to see please e-mail gpoaccess@gpo.gov.

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E-mail Alert Service

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- **Defense and Security** [Complete list of titles]
  Subscribe: GPO-DEFPUBS-L

- **Elementary and Secondary Education** [Complete list of titles]
  Subscribe: GPO-EDPUBS-L

- **Employment and Occupations** [Complete list of titles]
  Subscribe: GPO-EMPLOYPUBS-L

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#2 - Provide information in different amounts for different users

Bites, *Snacks*, and *Meals* feed all your content-hungry users:

- Bite
- Snack
- Meal

VeriSign
The Value of Trust℠

HOME | FIND A DOMAIN NAME | BUILD YOUR WEB SITE | ADD OPTIONS | **LEARN HOW** | MANAGE ACCOUNT | RENEW SERVICES | VIEW ORDER | WHOIS | CUSTOMER SERVICE

➡ **You are Here:** Learn How

LEARN HOW

Build Your Presence On The Internet

Learn from the experts with our free guides and information on how to build your online identity and discover the proven methods to make your business grow on the internet.

Build a Winning Web Site

How do you go from an interesting idea to a full-fledged winning Web site? Learn how with the eight steps to defining your Web site, guidelines for homepages and other great tips to make your site "sticky".

Find out how to get content for your site and how to keep customers coming back for more.

Download (PDF: 397 KB / 32 pages)

Browse Our Internet Library

- Defining the Dot Com Lifecycle
- Protecting Your Name Online
- Keeping Shoppers Hooked
- Creating a Reader Friendly Site
- Why E-mail Marketing? Five Great Reasons

▪ Corporate Domain Name Challenges

Failing to secure and protect domain names puts

▪ New Domain Extensions

Seven new domain extensions have been
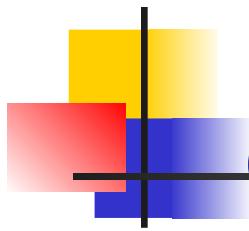
#3 – Uses hypertext links effectively

- Choose meaningful words or phrases
- Match the link language with the "destination" language
- Don't write "Click Here"

ePULSE.org
The Consumer Technology News Wire

CEA

The Official Consumer Technology News Wire Service sponsored by the Consumer Electronics Association (CEA). For background information on the consumer technology industry, click here.

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To view the entire site, including all Press Releases, Conferences, and Industry Events, please enter your email address. If

PRESS CONFERENCES

This section details Upcoming Conferences. To view a complete listing, please fill out the 'Journalist Logon' at the left, or you may register by clicking here

INDUSTRY EVENTS

This section details Upcoming Industry Events. To view a complete listing, please fill out the 'Journalist Logon' at the left, or you may register by clicking here

BREAKING NEWS

Please select the headline you wish to view in detail.

☐ **ALPINE BEGINS SHIPPING NEW 2002 LINES OF >PREMIUM DIGITAL AMPS, SPEAKERS AND SUBWOOFERS FOR THE SERIOUS POWER-USER**

Torrance, CA - New Alpine Car Audio Products Deliver Optimum Sound
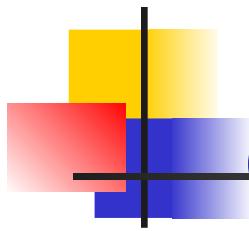
#4 – Good web writing is credible

- Contains up-to-date information
- Mechanically correct -- does not have grammar or spelling errors
- Provides references and sources; identifies authorities and experts
- Cites believable examples
- Links to credible organizations
- Written in an **objective,** rather than **promotional** style
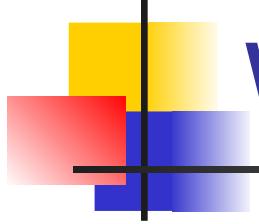
Which is more credible?

- The Gift of Love
- Why Buy Life Insurance?
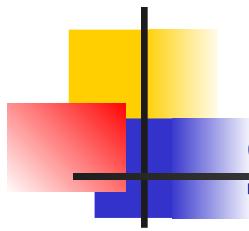
#5 – Good web writing is scannable

- Scanning is "reading to find"
- "Your web writing is so good, I didn't have to read it all."
- Use headings and white space to show how information is grouped
- Format to emphasize key words

BLACK WINGS
AFRICAN AMERICAN PIONEER AVIATORS

NASM MAIN

William J. Powell, 1934
photo

"One Million Jobs,"
1934 flyer

Pioneers Pave the Way

The obstacles that blacks faced were so great that pioneer black aviator Bessie Coleman, the first black American to become a licensed pilot, went to France for her pilot training. Coleman received her license in 1922. Her brief career as a barnstormer came to a tragic end in 1926, when she died in an aircraft accident at the age of 33.

Coleman inspired many others. In 1929 a small group of flying enthusiasts led by William J. Powell organized the Bessie Coleman Aero Club in Los Angeles to encourage blacks to enter aviation. Powell dedicated his 1934 book *Black Wings* to Coleman. The Challenger Air Pilots' Association, Chicago's first black flying club, was also inspired by Coleman.

## Black Pilots Go the Distance

In the 1930s, black stunt pilots performed at numerous air shows. Some
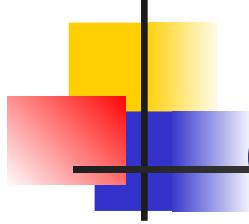
#6 - Good web writing is concise

- Link to more detail
- Use active voice
- Use action verbs
- Keep transition phrases short or remove them

Clinical trials are research studies in which people help doctors find ways to improve health and cancer care. Each study tries to answer scientific questions and to find better ways to prevent, diagnose, or treat cancer.

Why are there clinical trials?

A clinical trial is one of the final stages of a long and careful cancer research process. Studies are done with cancer patients to find out whether promising approaches to cancer prevention, diagnosis, and treatment are safe and effective.

What are the different types of clinical trials?

- **Treatment trials** test new treatments (like a new cancer drug, new approaches to surgery or radiation therapy, new combinations of treatments, or new methods such as gene therapy). See Taking Part in Clinical Trials: What Cancer Patients Need to Know.

- **Prevention trials** test new approaches, such as medicines, vitamins, minerals, or other supplements that doctors believe may lower the risk of a certain type of cancer. These trials look for the best way to prevent cancer in people who have never had cancer or to prevent cancer from coming back or a new cancer occuring in people who have already had cancer. See Understanding Prevention Trials for additional information, as well as Taking Part in Clinical Trials: Cancer Prevention Studies -- What Patients Need to Know.

APRIL 21-27 Minority Cancer Awareness Week

1-800-4-CANCER
Cancer Information Service

help
- Cancer.gov Help
- FAQs
- Index of NCI Sites

resources
- Publications Locator
- NCI Calendar of Scientific Meetings
- Links to Other Web Sites
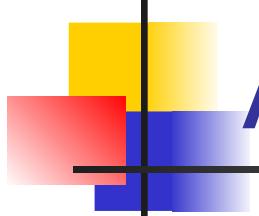
Additional Resources

- Readability checklist
- Content Development Questionnaire
- Resources for web writers
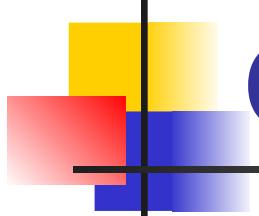
Contact Information

Leslie O'Flahavan

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